TASTE EXTRACTION CURATION AND TAGGING

BACKGROUND

[0001] A large amount of free-form data may be available to users of an application/service. In one example, a user may search for information about a particular place. Data may be returned to the user based on search terms used in a particular search query. A challenge presented to such applications is the organization and management of free-form data. Another challenge is being able to pre-process the free-form data to be able to provide a personalized experience for the user. It is with respect to this general environment that aspects of the present technology disclosed herein have been contemplated.

SUMMARY

[0002] In non-limiting examples of the present disclosure, taste data is generated and usable within one or more applications. A taste is one or more elements that describe an entity. Information from an application may be processed to extract entity data that corresponds to a plurality of candidates to be designated as tastes (taste data). The candidates for the tastes may be curated. In examples, the curating comprises filtering the candidates for tastes to remove extracted candidates. Extraction rules for managing structured taste data may be applied during the filtering. A status of a remaining candidate may be determined as approved or rejected based on processing of received user feedback. Taste data may be generated for an approved candidate. The generating of the taste data may comprise assigning parameters that include a descriptor type and a recommendation type. In examples, the generated taste data may be presented to a user of the application based on the stored associations. Presenting of the taste data may comprise displays the taste data within an application in association with at least one of a venue, a recommendation, a tip, a menu and a communication.

[0003] In other non-limiting examples of the present disclosure, a corpus of structured taste data is stored and managed. The corpus of structured taste data may be stored in the memory of at least one processing device and comprises a plurality of tastes and associations between the plurality of tastes and venue data. As identified above, a taste is one or more elements that describe an entity. In the corpus of structured taste data, taste data provides context for the venue data. In one example, the corpus of structured taste data may be viewed though a graphical user interface associated with an application. An input may be received (e.g., through the graphical user interface) that corresponds to a particular taste. In response to the received input, taste data for the particular taste may be displayed through the graphical user interface. The taste data may comprise metadata for the particular taste, associations between the particular taste and other taste data, and associations between the particular taste and the venue data. However, one skilled in the art will recognize that taste data is not limited to such examples.

[0004] This summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] Non-limiting and non-exhaustive examples are described with reference to the following figures. As a note, the same number represents the same element or same type of element in all drawings.

[0006] FIG. **1** illustrates an exemplary system for managing taste data associated with an application as described herein.

[0007] FIG. **2**A illustrates an exemplary method for generation and management of taste data as described herein.

[0008] FIG. **2**B illustrates an exemplary method for management of a corpus of structured taste data as described herein.

[0009] FIG. **3**A illustrates an example of taste identification as described herein.

[0010] FIG. **3**B illustrates an example of taste data as described herein.

[0011] FIG. **3**C illustrates exemplary implications associated with taste data as described herein.

[0012] FIG. **3**D illustrates exemplary equivalences associated with taste data as described herein.

[0013] FIG. **3**E illustrates an example of blacklisting of taste data as described herein.

[0014] FIG. **3**F illustrates an example of administratively managed taste data as described herein.

[0015] FIG. **3**G illustrates an example of data for managing a history associated with stored taste data as described herein.

[0016] FIG. **4** illustrates one example of a suitable operating environment in which one or more of the present examples may be implemented.

DETAILED DESCRIPTION

[0017] Non-limiting examples of the present disclosure describe an application that can provide personalized content for a user based on information provided by a user and information about the rest of the world. In one example, an application may generate taste data and maintain an organize data structure for the generated taste data to effectively organize a large corpus of information and provide directed information to applications, among other examples. Directed information may be information that is targeted to a specific device (or a user associated with a specific device) based upon an action performed by the device (e.g., a check-in, submitting a tip, etc.), passive information collected from the device (e.g., location information, time data, etc.), or based upon profile information for an account associated with a device. A recommendation or a tip is an example of directed information. The directed information may be provided in response to an action (e.g., a check-in), a query, a situation (e.g., identification that the device is at a specific location), or based upon any other type of trigger. Directed information may be content (e.g., text, audio, and/or video content), metadata, instructions to perform an action, tactile feedback, or any other form of information capable of being transmitted and/or displayed by a device. Directed information may also be personalized information. Among other benefits, the aspects disclosed herein may be employed to generate directed data for a target device. Entity data may be one or more e uniquely identifiable elements,